**Hispanic Constituency Events**

**Date(s):**  January 10, 2012

**Event:** National Latino Evangelical Coalition

**Est. Cost:** $341

**Date(s):** February 8, 2012

**Event:** Edward R. Roybal Legacy Gala – NALEO

**Est. Cost:** $1,2000 (4 tickets); constituency and political

**Date(s):** February 16, 2012

**Event:** Hispanic Leaders Reception

**Est. Cost:** $500

**Date(s):** February 15-16, 2012

**Event:** National Legislative Conference & Gala – LULAC

**Est. Cost:** $1,200 (four tickets); constituency and political

**Date(s):** February 16-19, 2012

**Event:** US Hispanic Leadership Institute

**Est. Cost:** $225: Registration plus $500: Travel

**Date(s):** 1st Quarter

**Event:** Estimated Travel Budget for messaging trainings

**Est. Cost:** $9,400 (estimate)

**Date(s):** 1st Quarter

**Event:** Message Trainings

**Est. Cost:** $10,000

**Date(s):** May 5th, 2012

**Event:** Cinco de Mayo

**Est. Cost:** $2,500

**Date(s):** June 21-23, 2012

**Event:** NALEO 29th Annual National Conference: 2012 Latino Political Convention

**Est. Cost:** $10,000

**Dte(s):** June 20, 2012

**Event:** MALDEF 2012 Washington, DC Awards Gala

**Est. Cost:** Sponsorships from $2,500-$40,000; individual tickets $250

**Date(s):** June 25-30, 2012

**Event:** LULAC 83rd National Convention and Exposition

**Est. Cost:** $10,000

**Date(s):** July 7-10

**Event:** 2012 NCLR Annual Conference

**Est. Cost:** $10,000

**Date(s):** September 10-13

**Event:** CHCI

**Est. Cost:** $25,000

**Hispanic Constituency Events**

**Constituency:** Hispanic

**Event:**  National Latino Evangelical Coalition

**Date(s):**  January 10, 2012

**Location:** Orlando, FL

**Est. Cost:** $341

**Cost Breakdown:** Travel and hotel

**WH/OFA Component:** No

**Description:** A civic engagement forum with over 2,000 expected participants this is an opportunity for us to develop ties with progressive Latino Evangelical Leadership – especially around the DREAM Act and voter protection – and list build for future Florida events. Both Harkins and Sepulveda will attend the clergy roundtable before the main meeting and Harkins is slated to address the main gathering.

**BKB Recommendation:**

**Constituency:** Hispanic

**Event:** Edward R. Roybal Legacy Gala – NALEO

**Date(s):** February 8, 2012

**Location:** Washington, DC

**Est. Cost:** $1,2000 (4 tickets); constituency and political

**Cost Breakdown:** $300/ticket, non-member rate

**Specific Deadlines:** **January 13, 2012**

**WH/OFA Component:** No

**Description:** An event to honor and bring together Hispanic elected and appointed officials from across the country offers us the opportunity to engage Hispanic elected and appointed officials and get them on board with the campaign.

**BKB Recommendation:**

**Constituency:** Hispanic

**Event:** Hispanic Leaders Reception

**Date(s):** February 16, 2012

**Location:** Washington, DC

**Est. Cost:** $500

**Cost Breakdown:** Refreshments

**Description:** This reception would allow us to get a great number of community leaders & civic servants in the room, share our vision and to get them fully engaged in the re-election efforts as high level, credible surrogates around the country in their personal capacity.

**Constituency:** Hispanic

**Event:** National Legislative Conference & Gala – LULAC

**Date(s):** February 15-16, 2012

**Location:** Washington, DC

**Est. Cost:** $1,200 (four tickets); constituency and political

**Cost Breakdown:** $300/ticket, non-member rate

**Specific Deadlines:** TBD

**WH/OFA Component:** No

**Description:** A policy conference on Hispanic legislative issues across the country offers an opportunity to continue to engage Hispanic grasstop leaders and community stakeholders.

**BKB Recommendation:**

**Constituency:** Hispanic

**Event:** US Hispanic Leadership Institute

**Date(s):** February 16-19, 2012

**Location:** Chicago, IL

**Est. Cost:** $225: Registration plus $500: Travel

**Cost Breakdown:** $200-$225 to participate in the conference; do not sell individual ads unless you are a sponsor; sponsorship starts at $5,000 and goes to $125,000.

**WH/OFA Component:** No

**Description:** The USHLI conference brings together the largest cross-generational attendance in the country and focuses on developing/strengthening leaderships skills offering us an opportunity to continue to engage grasstop leaders and Hispanic community stakeholders at the conference gala.

**BKB Recommendation:**

**Constituency:** Hispanic

**Event:** Estimated Travel Budget for messaging trainings

**Date(s):** 1st Quarter

**Location:** National

**Est. Cost:** $9,400 (estimate)

**Cost Breakdown:** The above cost covers staff travel and hotel for message trainings: 12 plane tickets - $4,000; 4 train tickets - $600; hotels - $4,800

**Constituency:** Hispanic

**Event:** Message Trainings

**Date(s):** 1st Quarter

**Location:** National

**Est. Cost:** $10,000

**Cost Breakdown:** 4-6 trainings; does not include travel

**WH/OFA Component:** No

**Description:** Widely asked for and essential to ensure surrogates are informed and on-message these trainings will include “direct to cameras”. Target states include Nevada, Colorado, Florida and New Mexico and possibly Arizona to start out with followed by Pennsylvania, Ohio, North Carolina, Virginia, Wisconsin and Iowa. Developing strong surrogates will ensure outreach to outside networks and supporters.

**Constituency:** Hispanic

**Event:** Cinco de Mayo

**Date(s):** May 5th, 2012

**Location:** Nationwide

**Est. Cost:** $2,500

**Cost Breakdown:**

**Specific Deadlines:**

**WH/OFA Component:** No

**Description:** Many activities taking place that will help us maximize our GOTV efforts. Many key leaders will be in town and we should do a meeting and direct to cameras.

**Constituency:** Hispanic

**Event:** NALEO 29th Annual National Conference: 2012 Latino Political Convention

**Date(s):** June 21-23, 2012

**Location:** Orlando, Florida

**Est. Cost:** $10,000

**Cost Breakdown:**

**Specific Deadlines:** Individual Registration started January 9, 2012

**WH/OFA Component:** Likely

**Description:** The NALEO Annual Conference, unlike other professional development conferences for elected officials, presents a unique opportunity for elected and appointed officials and their supporters to meet with their colleagues from all levels of government, from local school boards to the President's Cabinet. With such a concentration of political discourse, the Conference has been termed the nation's Latino Political Convention.

**Constituency:** Hispanic

**Event:** MALDEF 2012 Washington, DC Awards Gala

**Date(s):** June 20, 2012

**Location:** Washington, DC

**Est. Cost:** Sponsorships from $2,500-$40,000; individual tickets $250

**Cost Breakdown:**

**Specific Deadlines:**

**WH/OFA Component:** Likely

**Description:** Founded in 1968, MALDEF is the nation’s leading Latino legal civil rights organization. This event brings together nationwide Latino leaders and activists that promote social change through advocacy, communications, community education, and litigation in the areas of education, employment, immigrant rights and political access.

**Constituency:** Hispanic

**Event:** LULAC 83rd National Convention and Exposition

**Date(s):** June 25-30, 2012

**Location:** Orlando, Florida

**Est. Cost:** $10,000

**Cost Breakdown:** Includes one (1) exhibit space, half-page ad

**Specific Deadlines:** Agreement form: ASAP; **Exhibit agreement** and payment **by 6/1/12**; **Ad by 6/15/12.**

**WH/OFA Component:** Likely

**Description:** The League of United Latin American Citizens invites you to participate in the 83rd Annual LULAC National Convention & Exposition in Orlando, Florida from June 25 through June 30, 2012. As the premier Hispanic convention, the LULAC National Convention draws over 20,000 participants each year including the top leaders from government, business, and the Hispanic community.

**Constituency:** Hispanic

**Event:** 2012 NCLR Annual Conference

**Date(s):** July 7-10

**Location:** Las Vegas, Nevada

**Est. Cost:** $10,000

**Cost Breakdown:** **Corporate Sponsorship:** 10’ x 10’ exhibit space at Latino Expo USA, up to three full registrations (includes tickets to general meal and evening events), one full-page color advertisement in the Commemorative Program Book, Recognition as a corporate Sponsor in the Commemorative Program Book. **Meal Event Table:** $300/event. **Latino Expo USA** 10’ x 10’ Exhibit space: $2,600.

**Specific Deadlines:**

**WH/OFA Component:** Likely

**Description:** NCLR is proud to exhibit its growth and success at the NCLR Annual Conference, representing the largest and most important gathering of the nation’s most influential individuals, organizations, institutions, and companies working with the Hispanic community. The NCLR Annual Conference has grown with its gente, providing a forum for people in the business of social change to learn about ongoing and emerging issues in the Hispanic community, connect with key community leaders, and generate partnerships with Hispanic community-based organizations. The NCLR Annual Conference consists of four days of the most thorough and cutting-edge workshops addressing critical issues in the Hispanic community, five key meal events before an audience of 2,000, and presentations from speakers of national and international prominence.

**Constituency:** Hispanic

**Event:** CHCI

**Date(s):** September 10-13

**Location:** Washington, DC

**Est. Cost:** $25,000

**Cost Breakdown:**

**Specific Deadlines:**

**WH/OFA Component:** No

**Description:** CHCI programs serve more than 1,500 young Latinos annually. Many are first in their family to go to college, and the majority comes from families with annual incomes below $30,000. CHCI's unique model of educational services and leadership development – promoting college readiness, supporting college attainment and providing direct access to the most powerful network of Latino leadership – helps ensure career success and has put thousands of young people on a pathway to achieving the American Dream.

**Constituency:** Hispanic

**Event:** Hispanic Heritage Month

**Date(s):** September 15-October 15

**Location:** Nationwide

**Est. Cost:** $2,500

**Cost Breakdown:**

**Specific Deadlines:**

**WH/OFA Component:** No

**Description:** Many activities taking place that will help us maximize our GOTV efforts.

**Constituency:** Hispanic

**Event:** LatinoJustice PRLDEF’s Annual Awards Gala

**Date(s):** TBD, most likely in November

**Location:** TBD

**Est. Cost:**

**Cost Breakdown:**

**Specific Deadlines:**

**WH/OFA Component:** No

**Description:** LatinoJustice PRLDEF's Annual Awards Gala is an opportunity for our supporters to celebrate the accomplishments of those who work to ensure justice for the Latino Community.